

ABSTRACT OF THE DISCLOSURE

The present invention can realize an information processing apparatus and a method therefor which can prevent a degraded visibility even if the posture of the information processing apparatus is changed in order to provide better portability or to prevent surrounding persons from snooping in the middle of a travel by displaying image information on a display surface and changing the display orientation by rotating the image information as required based on an angular component in a change of the posture of the display surface. Also, a medium causes an information processing apparatus to execute a program having a first step of displaying image information on a display surface, a second step of detecting an angular component in a change in the posture of the display surface, and a third step of changing the display orientation by rotating the image information based on the angular component, so that a degraded visibility can be prevented even if the posture of the information processing apparatus is changed in order to provide better portability or to prevent surrounding persons from snooping in the middle of a travel, thereby making it possible to readily use the information processing apparatus even in the middle of a travel.